

sub-c37  
5 --12. A system for launching a web site on a network, comprising:  
a computer having a scanner input interface and a communication interface coupled to a computer network;  
a scanner having an output coupled to said input interface for outputting a signal representing information encoded as machine readable code when said form is scanned by said scanner; and  
a program responsive to said signal output from said scanner for establishing and managing connection of said computer to a web site accessible on said computer network.--

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5 --13. The system of Claim 12, wherein said input interface comprises:  
a circuit for converting said signal output from said scanner into digital form for processing by said computer.--

--14. The system of Claim 12, wherein said communication interface comprises:  
a modem for converting digital signals processed by said computer for transmission on said network and for converting signals received from said network into digital form for processing by said computer.--

--15. The system of Claim 12, wherein said computer network comprises:  
a global communications network for interconnecting a plurality of computer systems and private or commercial networks.--

--16. The system of Claim 12, wherein said scanner comprises:  
a housing containing means for reading said machine readable code.--

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--17. The system of Claim 12, wherein said optically readable imprint comprises:

product information encoded in a bar code format selected from the group including UPC, ISBN and EAN codes.--

--18. The system of Claim 12, wherein said program comprises:

a browser program comprising a hypertext-linked application for selectively accessing information stored in a plurality of databases located at a plurality of web sites on said network;

5 means for utilizing product information encoded in said machine readable code to create a message packet for linking said computer with a web site on said network operated by a manufacturer or distributor identified by said product information;

10 means for launching said browser on said computer according to routing information obtained by said means for utilizing; wherein

said browser is connected to said web site operated by said manufacturer or distributor.--

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--19. A method for launching a web site on a network by scanning a machine readable code, comprising the steps of:

5 coupling a computer having an input interface for a scanner and a communication interface for coupling the computer with a communication network to the scanner and the network;

scanning the machine readable code having commercial information encoded therein and outputting a signal to the input interface of the computer representing the commercial information; and

10 establishing a connection between the computer and a web site on the  
communications network responsive to the signal representing the commercial  
information.--

20-20. The method of Claim 19, wherein the step of coupling a computer  
comprises the steps of:

providing an input interface for receiving data output from the scanner;  
converting to a form readable by the computer; and  
5 transmitting converted scanner output data to the computer.--

21-21. The method of Claim 19, wherein the step of coupling a computer  
comprises the steps of:

coupling a modem having a system bus and transmit and receive  
terminals to a system bus of the computer; and  
5 coupling the transmit and receive terminals of the modem to a telephone  
line connected to the communication network.--

22-22. The method of Claim 19, wherein the step of coupling a computer  
comprises the steps of:

providing a connection between the computer and the communication  
network; and  
5 installing a program for controlling communications of the computer  
with the communication network.--

23-23. The method of Claim 19, wherein the step of scanning comprises the  
steps of:

providing a scanner for scanning a machine readable code to read product  
information encoded therein; wherein

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the machine readable code being scanned has encoded therein  
information identifying the product and manufacturer of the item to which the machine  
readable code is associated.--

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